

# **Exhibit A**

SELECTED ULTREO ADVERTISING CLAIMS REFERENCED IN THE BODY OF P&G'S MEMORANDUM OF LAW  Brackets "[ ]" denote changes made by Ultreo and which no longer appear in the advertising claim	TO DENTAL PROFESSIONALS	TO CONSUMERS	NOT CURRENTLY BEING USED BY ULTREO
"As the bubbles expand and contract, they [are able to] remove plaque bacteria." *	✓		
"Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria." *	✓		
"The sonic bristles create bubbles that pulsate at an exact ultrasonic frequency for optimal plaque removal."			✓
"Bubbles are activated by the ultrasound and transformed into pulsating bubbles for an incredible feeling of clean."		✓	
"As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they can remove plaque bacteria."	✓		
"Sonic action bristles with power tip creates bubbles and cleans away plaque upon contact."	✓	✓	
"A deep clean. Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque that bristle action alone can leave behind." *	✓		
"Ultreo—a safe, yet powerful [cleaning] combination of ultrasound-activated pulsating bubbles and sonic bristle action for a [gentle, deep,] long-lasting feeling of clean."	✓		
"A deep clean. Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque for an incredibly deep feeling of clean."			✓
"Ultreo takes power brushing where it's never gone before."	✓	✓	

\* Accompanied by footnote disclosure referencing reliance on laboratory studies.

<p><b>SELECTED ULTREO ADVERTISING CLAIMS REFERENCED IN THE BODY OF P&amp;G'S MEMORANDUM OF LAW</b></p> <p><b>Brackets "[ ]" denote changes made by Ultréo and which no longer appear in the advertising claim</b></p>	<p><b>TO DENTAL PROFESSIONALS</b></p>	<p><b>TO CONSUMERS</b></p>	<p><b>NOT CURRENTLY BEING USED BY ULTREO</b></p>
<p>"THE DIFFERENCE IS ULTRASOUND. Ultréo takes power brushing where it's never gone before with a [groundbreaking] combination of ultrasound wave technology and precisely tuned sonic bristle action. Ultréo's bristles create bubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy channeled by a [proprietary] ultrasound waveguide."</p>	<p>✓</p>	<p>✓  (substantially similar language)</p>	
<p>"As these bubbles expand and contract, they [are able to] remove plaque bacteria." *</p>	<p>✓</p>		
<p>"As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they remove plaque bacteria. Ultréo---a safe, yet powerful [cleaning] combination of ultra-sound-activated pulsating bubbles and sonic bristle action for a [gentle, deep,] long-lasting feeling of clean. TRY THE NEW ULTREO FOR THE ULTIMATE ULTRASOUND CLEAN."</p>	<p>✓</p>		
<p>"Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria, as shown in laboratory studies."</p>	<p>✓</p>		

\* Accompanied by footnote disclosure referencing reliance on laboratory studies.